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UNITED STATES DEPARTMENT OF AGRICULTURE  
Rural Electrification Administration  
Washington 25, D. C.

October 4, 1955

TO PARTICIPANTS IN THE FARM POWER USE PROGRAM:

At their suggestion and in cooperation with the Inter-Industry Farm Electric Utilization Council, REA sends you the "wheel of opportunity" for 1956.

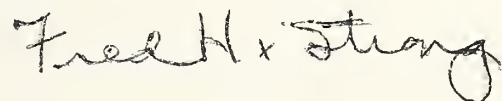
This 1956 Farm Power Use Calendar design was created by this agency as a contribution to the Inter-Industry Council's effort to improve and expand the farm uses of electricity. A joint committee representing power suppliers, both cooperative and company, and equipment manufacturers was given the task of selecting the items and specifying time periods for their promotion during 1956.

The 1956 Calendar has been streamlined down to eight significant and basic items -- four appliances needed in the home and four electrical farm production facilities. Each of these has unlimited potential for farm users, power suppliers, dealers, distributors, and manufacturers. By concentrating on these eight items, the industry can make most effective use of educational resources and increase the impact of its own promotional efforts.

This Calendar has been time-g geared to farming seasons and needs, so that maximum promotion for a designated item will occur when farmers' interests, their need for the item, and their purchasing power are highest. The Calendar also recognizes another sound merchandising principle, the value of repetition. Electric ranges and water systems, for example, will be promoted during two extended periods of the year.

We believe that the new Calendar in this design reflects the dynamic nature of the inter-industry farm power use program. Your continued participation and cooperation in the program through the use of the 1956 Calendar will help to make electricity a more valuable tool for the farmer.

Sincerely yours,



Fred H. Strong  
Deputy Administrator

P.S. By the way, have you made plans to attend the second annual National Power Use Workshop, sponsored by the Inter-Industry Farm Electric Utilization Council, which will be held November 28-30 at the Chase Hotel in St. Louis? Here you will meet people from every state in the Union who are in the forefront of the growing power use effort.





# 1956 FARM POWER USE CALENDAR



Developed at the request of the  
INTER-INDUSTRY FARM ELECTRIC UTILIZATION COUNCIL

by

Rural Electrification Administration

with the cooperation of

Edison Electric Institute

National Association of Domestic & Farm Pump Manufacturers

National Electrical Manufacturers Association

National Rural Electric Cooperative Association

